

AGENDA

THE HUNTINGTON BEACH AUTO DEALERS

BUSINESS IMPROVEMENT DISTRICT

MARCH 16, 2011

8:30 AM

**Toyota of Huntington Beach
Second Floor Conference Room
18881 Beach Blvd.
Huntington Beach, CA 92648**

Bob Miller, President, Paul Conant, VP, Bill Demarest, CFO

Call to Order:

1. Public Comments

The BID welcomes public comments on all agenda items. We respectfully request this public forum be utilized in a positive and constructive manner. Please focus your comments on any agenda issue you would like to comment on. Three minutes per speaker have been allocated.

- 2. Agenda Item #1: Review and Approve Minutes of September and December 15, 2010**
- 3. Agenda Item #2: Review and Approve Operating Reports of Sept.-Dec., 2010**
(CPA will cover results with appropriate comments if amplification is required)
- 4. Agenda Item #3: Blvd of Cars Store(concierge location) – YTD data through**
Dec. 2010 and Jan.-Feb. 2011 reflecting visitation of potential customers
- 5. Agenda Item #4: Community Fund Raisers – recap for final quarter, 2010, and allocation of funds for first and second quarter of 2011**
- 6. Agenda Item #5: Marketing & Advertising – feedback relative to Time Warner and Fios utilization for period of Dec.15 – Jan. 15 spot lighting the year end sales event. Anticipated plans going forward**
- 7. Agenda Item #6: Old Business – Reader board update**
- 8. Agenda Item #7: New Business**
- 9. Adjourn**